South Texas Symphony Association 2010-11 Annual Report

Tuesday, May 24th, 2011

Peter Dabrowski, Music Director

Valley Symphony Orchestra & Chorale

Agenda

- o Mission/Vision Statement
- o 2010-2011 Season Review
- o Looking Forward to the 2011-2012 Season
- o Questions/Discussion

Peter Dabrowski, Music Director

Valley Symphony Orchestra & Chorale

STSA Mission and Vision

Mission Statement: To create intimate, inspirational musical and educational experiences by engaging the community through vibrant music making.

Vision Statement: Superb Music. Shared Experience. Enriched Lives.



2010-2011 Season Review

Peter Dabrowski, Music Director

Valley Symphony Orchestra & Chorale

Orchestra Series Concerts

- o 6-Concert Series; Education Concerts
- o Performed "Classics" of Orchestral Repertoire
- o Beethoven #5; Dvorak "New World" Symphony; Orff's Carmina Burana; Wagner's Prelude & Liebestod; Brahms' Tragic Overture
- o Concerts at UTPA Fine Arts Auditorium & McAllen Civic Center

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Orchestra Series Concerts- Artistic Achievements

- o Best season ever in terms of the quality of performances of the orchestra and chorale
- o Excellent reviews in newspapers and consistent enthusiastic standing ovations after each concert
- o Results were achieved with one less rehearsal per performance and a shorter rehearsal cycle (3 weeks)
- $\,\circ\,$ Musicians also received an increase in pay in 2010-2011 Season

Orchestra Series Concerts- Chorale Achievements

- o Performed Carmina Burana, a popular standard of the orchestra/chorus repertoire
- o Performed on Holiday Concert
- o "A very successful season." Dr. Munn
- o "Rehearsals with orchestra went well, and the audience was extremely pleased with the December concert." Dr. Munn

Peter Dabrowski, Music Director

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Orchestra Series Concerts-Chorale Achievements

- o "Carmina Burana" concert was exciting, and the three soloists were quite spectacular." Dr. Munn
- New system of attendance accountability helped in overall rehearsal attendance.

Peter Dabrowski, Music Director

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Subscription Ticket Sales – Multi-Year Evaluation

Subscription Ticket Income

707AL \$64,775.00 \$65,781.00 \$62,050.00

Number of Subscribers 407 491 395

Note: Numbers include complimentary subscriptions.

Note: All financial data comes directly from audited VSO & C Financial Books

Single Ticket Sales - Multi-Year Evaluation

Single Ticket Income

2010-2011 2009-2010 2008-2009

TOTAL \$76,217.00 \$56,298.00 \$73,705.00

Total Cost of Comp Tickets \$20,350.00 \$67,400.00 Unknown

Note: All financial data comes directly from audited VSO & C Financial Books

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Chamber Series Concerts

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Chamber Series Concerts

- o Four-concert series
- Performances at IMAS, Neuhaus Tower, STC
- VSO members, guest artists- pianists Adam Wodnicki & Yuliya Gorenman

Chamber Series Concerts

- Classics of the chamber music repertoire- Chopin, Schubert "Trout" Quintet
- o Partnership with IMAS
- Provides a real service to the Valley Community.
 April is too late for

concerts



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Ticket Sales – Chamber Series – Multi-Year

Chamber Music	Series Ticke	t Sales				
	2010-2011	:	2009-2010	2	2008-2009	
	Tickets Sold	Amount	Tickets Sold	Amount	Tickets Sold	Amount
Series Concert #1	31	860.00	80	2599.00	?	804.00
Series Concert #2	126	3,820.00	92	2987.00	?	774.00
Series Concert #3	112	2,871.00				
Series Concert #4	58	1,660.00				
TOTAL	327	\$9,211.00	172	\$5,586.00	?	\$1,578.00

Note: All financial data comes directly from audited VSO & C Financial Books

Peter Dabrowski, Music Director

Valley Symphony Orchestra & Chorale



Education Activities-South Texas Youth Symphony

South Texas Youth Symphony

- o Three concerts in 10-11
- New Director, Lucas Darger, VSO Principal Second Violin
- NEW second Orchestra Youth Symphony-High school/advanced Youth Symphonette-Junior high/less experienced



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South Texas Youth Symphony

- Performed Tchaikovsky, Rimsky-Korsakov, Respighi
- 46-Members, STYS; 27-Members, Symphonette
- Size of orchestras, attendance, lack of parent's organization ongoing issues

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Education Activities-Success Through Strings



Success Through Strings

- 4 "Cohorts" or Classes; total of 23 students
- Lost 11 students over the past 3 seasons
- Students doing extremely well- all except one received top honors at McAllen ISD Solo/Ensemble Contest

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Success Through Strings

- Lessons/group lessons at local business
- Karen Herrera doing indepth study of program to date
- o 6 Students not MISD
- Wait list for program- if continued, must expand, hire new instructor

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Financials Donated Income



Concert Sponsorships – Multi-Year Evaluation

Concert Sponsorships

 Income
 2010-2011
 2009-2010
 2008-2009

 From Municipalities
 29,000.00
 40,750.00
 27,000.00

 TOTAL
 \$62,800.00
 \$87,750.00
 \$57,750.00

 Run-Out Concert(s)
 40,000.00

 TOTAL
 \$127,750.00

In-Kind \$11,018.75

Note: All financial data comes directly from audited VSO & C Financial Books

Peter Dabrowski, Music Director

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Musician/Chair Underwriting - Multi-Year Evaluation

Musician/Chair Underwriting

 In-Kind
 2,500.00
 2,009-2010
 2008-2009

 2010-2011
 2009-2010
 2008-2009

 65,000.00
 60,150.55
 77,500.00

 5,000.00
 5,000.00
 5,000.00

Note: All financial data comes directly from audited VSO & C Financial Books

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Direct Public Support - Multi-Year Evaluation

Direct Public Support

(Annual Fund)

 2010-2011
 2009-2010
 2008-2009

 TOTAL
 \$34,650.00
 \$28,475.00
 \$48,867.00

60

Number of Donors (Approximate)

Note: All financial data comes directly from audited VSO & C Financial Books

Ralar	nce Sheet - Previou	s Year Com	narison - 9	lide 1 (Ass	(staz
ASSETS				,	•
		May 20th 2011 M	ay 20th 2010 \$	Change %	Change
Current Asset	S Rank Accounts	\$35,728,93	\$38,493,25	-\$2,764.32	-7.20
1000	Bank Accounts	\$35,726.93	\$38,493.25	-52,764.32	-7.20
Total Checkin	g/Savings	\$35,878.93	\$38,568.25	-\$2,689.32	-7.00
Accounts Rec	eivable				
1100	Accounts Receivable	\$6,727.24	\$10,726.01	-\$3,998.77	-37.30
11200	Pledges Receivable	\$5,000.00	\$0.00	\$5,000.00	100.00
11400	Grants Receivable	\$10,000.00	\$0.00	\$10,000.00	100.00
Total Account	s Receivable	\$21,727.24	\$10,726.01	\$11,001.23	102.60
Other Curren	t Assets				
1200	Other Current Assets				
1205	First National Bank (Hester Seger Trust)	\$0.00	\$3,427.10	-\$3,427.10	-100.00
1210	Wells Fargo Advisors (Donated Exxon Stock)	\$22,522.30	\$12,642.31	\$9,879.99	78.20
1215	Lone Star Nat. Bank CD- Expired 4/12/11	\$17,144.96	\$17,000.00	\$144.96	0.90
1230	IBC CD	\$0.00	\$22.862.70	-\$22.862.70	-100.00
1300	Undeposited Funds		. ,		
1310	Trade Dollars	\$31,126.63	\$0.00	\$31,126.63	100.00
Total Other C	urrent Assets	\$70,793.89	\$55,932.11	\$14,861.78	26.60
		\$39,667,26	\$55,932,11	-\$16.264.85	-29.10

Fixed Assets					
1400	Fixed Assets	\$81,208.14	\$78,917.77	\$2,290.37	2.909
1500	Acc. Dep/Amortization	-\$52,647.97	-\$51,397.99	-\$1,249.98	-2.409
Total Fixed Assets		\$28,560.17	\$27,519.78	\$1,040.39	3.80%
Other Assets					
18300	Other Investments	\$4,150.00	\$4,150.00	\$0.00	0.009
18600	Other Assets	\$150.00	\$320.00	-\$170.00	-53.109
Total Other Assets		\$4,300.00	\$4,470.00	-\$170.00	3.809
TOTAL ASSETS		\$161,260.23	\$137,216.15	\$24,044.08	17.509
		\$130,133.60	\$137,216.15	-\$7,082.55	-5.209

LIABILITIES & E	QUITY	May 20th 2011 N	1av 20th 2010 S	Change %	Change
Liabilities					
20100	Accounts Payable	\$1,041.54	\$0.00	\$1,041.54	100.00%
Total Accounts	Payable	\$1,041.54	\$0.00	\$1,041.54	100.00%
Total Liabilities		\$1,041.54	\$0.00	\$1,041.54	100.00%
Equity					
3000	Opening Bal Equity	\$104,153.81	\$104,153.81	\$0.00	0.009
3200	Deferred Revenue	\$71,763.00	\$57,450.00	\$14,313.00	24.90%
3300	Temporarily Restricted	\$10,000.00	\$3,475.10	\$6,524.90	187.80%
3500	Unrestricted Net Assets	-\$53,260.25	\$4,877.79	-\$58,138.04	-1191.90%
Net Income		\$27,562.13	-\$32,740.55	\$60,302.68	184.20%
Total Equity		\$160,218.69	\$137,216.15	\$23,002.54	16.80%
TOTAL LIABILIT	IES & EQUITY	\$161,260.23	\$137,216.15	\$24,044.08	17.50%

Income - Other

- Spring Gala netted over \$30,000
- Program booklet advertising slightly down (\$61,782 from \$66,012)
- Funding from cities of McAllen and Edinburg key to success of season



Peter Dabrowski, Music Director

Valley Symphony Orchestra & Chorale

Financials – Conclusions/Final Thoughts

o Total Income and Expenses down in 10-11

	10-11 3683011	03-10 Season	y change	70 Change
Total Income	\$867,275.93	\$943,029.61	-\$75,753.68	-8.00%
Total Expenses	\$839,713.80	\$974,764.10	-\$135,050.30	-13.90%
PROFIT/LOSS	\$27,562.13	-\$31,734.49	\$59,296.62	186.90%

- o Deferred income up, but already spent in current FY
- o Cash reserve is slowly dwindling- losing ability to react to financial crisis

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Valley Symphony Orchestra & Chorale

Conclusions/Final Thoughts 2010-2011 Season

- o Artistically an extremely successful season
- o Education programs a success as well
- o They are our "raison d'être," "reason for being"
- o Successfully supported the Valley community
- o All accomplished despite administrative personnel turmoil/upheaval

Looking Ahead to the 2011-2012 Season

- o Still unsure of January, February, Education Concert locations & dates (Convention vs. Civic Centers)
- o Challenges in venues in coming seasonse
- o Artists for season confirmed, contracted
- o Still waiting on dinner, other details for "Concert of the Century"
- o Excellent variety of music, popular classics of the orchestral repertoire (Bolero, Rhapsody in Blue, Tchaikovsky Symphony #4, the Beatles, My Fair Lady)

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Valley Symphony Orchestra & Chorale

2011-2012 Chamber Series

- o 4 Concerts- 2 IMAS, 2 Edinburg City Auditorium
- o Fills a real need in the Valley
- Great variety of artists, repertoire:

Cello + Piano (Chopin, Piazzolla) Solo Piano + Poetry (Mussorgsky) Vocal Extravaganza

Brass Ensembles from VSO



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STYS Programs

- o 3 Youth Orch/Phil Concerts
- Need to work on engaging parents- Parent's Committee
- Recruit winds/brass/perc, more strings
- Up front deposit; problems with membership fees

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Success Through Strings

- MISD assessing program
- New class, must have new instructor
- Recruit from out of valley
- Pay for certification
- Lesson location- old library will solve problems
- o Problems with membership fees

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2011-2012 Season - Administrative

Administrative- General

- o Improve communication between all constituencies
- o Improved record keeping for all programs
- o Put systems in place for all routine functions
- Use automation to full extent (Go green!!!)
- o General office organization (Can't see the forest through the trees)
- o Work smarter, not harder

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2011-2012 Season - Administrative

Administrative- Development

- o Create donor database- have the beginnings in our ticketing program (1700 lines), starting this week
- o Historical record of donor data (First go after current donors, then lapsed donors, seek new donors from our supporters... then go after new donors)
- o Systemic fundraising-identify, rate, solicit
- o Annual Fund Campaign, Solicitation Packet, Public/ Private Foundation search for grants

2011-2012 Season - Administrative

Administrative- Marketing

- VSO Brand/Identity
- o New website- center of all marketing efforts
- Monthly E-Newsletters
- o Audience Survey for key attitudinal data
- o Interface with Convention/Civic Center- ticket buyer data- track, solicit first-time attendees
- o Plan weekly, think strategically- concert spread

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2011-2012 Season

Board - Strategic Oulook

- o Look at, update, Strategic plan, values, vision, mission basis of all we do
- o Recruit, retain new board members
- o Need for cash reserve- economic uncertaintyseparate campaign or extra emphasis on fundraising
- Expansion of activities

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Questions/ Comments?

